

**ALAMEDA GOLF COMMISSION  
MINUTES OF REGULAR MEETING**

**Wednesday, May 19, 2010**

**1 CALL TO ORDER**

Chair Jane Sullwold called the regular meeting to order at 6:30 p.m. at the Chuck Corica Golf Complex, Ladies Lounge, 1 Clubhouse Memorial Road, Alameda, CA 94502

**1-A ROLL CALL**

**Present:** Chair Jane Sullwold, Commissioner Ray Gaul, Vice Chair Bill Schmitz, and Commissioner Betsy Gammell

**Absent:** Secretary Jeff Wood

**Staff:** General Manager John Vest, and Superintendent Matt Wisely

**Also Present:** None

**1-B APPROVAL OF MINUTES**

The Minutes of April 21, 2010 were approved unanimously

**1-C ADOPTION OF AGENDA**

The Commission unanimously adopted the agenda.

**2 ORAL COMMUNICATIONS**

None

**3 COMMISSION COMMUNICATIONS**

None

**4 AGENDA ITEMS**

**4-A Status Report on Long Term Lease and Mif Albright Negotiations**

Chair Sullwold reported on a visit the previous week from the president of the Wadsworth Foundation, Leon McNair, and two of his colleagues -- golf course architect Bob Lohman and Tim Miles, who runs a company that manages and runs golf courses and acts as a consultant to Wadsworth. They came out to evaluate the Mif Albright course to see if it would be a course the Foundation would be interested in supporting. They were very enthusiastic about the Alameda Junior Golf Association ("AJGA") business plan to operate the course, and made a firm offer to

assist with capital improvements. They estimated that necessary capital improvements would cost between \$400,000 and \$600,000, and offered to donate \$250,000 cash toward that capital improvement goal. They also committed that their partners -- approximately 40 golf businesses -- would provide services at cost or for free to help with the renewal of the course. In return, they want quarterly reports showing the usage of the facility by demographic, and \$100,000 from the City of \$100,000 to demonstrate its commitment to the project.

Mr. McNair made this offer at a meeting at City Hall on May 11, attended by Mayor Bev Johnson, Councilmember Doug deHaan, Interim City Manager Ann Marie Gallant, Recreation and Parks Director Dale Lillard, the City's golf consultant, Dave Sams, and, on behalf of the Alameda Junior Golf Association, Norma Arnerich, Joe Van Winkle, Tony Corica and Jane Sullwold. Unfortunately, no one from the City even thanked the Wadsworth people for making such a generous offer. Instead, Tony Corica reported, the Mayor immediately asked Mr. McNair what the Foundation would do in the future to sustain Mif operations. He responded that the Foundation believes that the recommended capital improvements will result in a viable, self-sustaining operation under the plan put forward by AJGA. At that point no one from the City suggested that the \$100,000 would be forthcoming, or, indeed, expressed any interest at all in the generous offer from Wadsworth.

Tony Corica suggested that the Golf Commission ask the City Council to authorize a payment of \$100,000 from the Golf Enterprise Fund in order to qualify for the Wadsworth grant. Commissioner Gaul asked what Wadsworth expected in terms of a long term lease to AJGA, and Mr. Corica stated that they did not require any particular lease term.

Commissioner Gammell moved that the Golf Commission prepare a letter to the City Council with a copy to the Interim City Manager recommending that the City authorize \$100,000 from the Golf Enterprise Fund to be put forward to acquire a \$250,000 grant plus in kind services from Wadsworth Foundation for capital improvements for the Mif Albright Course. Vice Chair Schmitz seconded the motion, and it passed unanimously. Chair Sullwold offered to draft the letter, and called a special meeting on Wednesday, May 26, 2010 at 6:30 p.m. to finalize it.

Commissioner Schmitz asked whose court is the ball in at this time. Tony Corica stated that, although the City did not commit the \$100,000, the Foundation did not withdraw its offer.

Apparently nothing has been done to date regarding the City's negotiations with KemperSports for a long-term lease of the rest of the Golf Complex, despite City Council's motion on March 16 authorizing that those negotiations commence. Chair Sullwold expressed her concern that if negotiations are dragged out until the next rainy season, the Enterprise Fund could be fully exhausted before a contract is reached, and then Kemper would have a very substantial bargaining advantage -- the City might be forced to accept any terms that Kemper offered in order to avoid any "subsidization" of golf. Bob Sullwold suggested that the Golf Commission draft a

letter to the City Council regarding moving forward with this issue. The Commission decided to take up that issue at its meeting on June 16.

#### **4-B Update on Golf Complex Finances**

Bob Sullwold stated April had more rounds and revenue than March; however, rounds and revenue in April 2010 were lower than April 2009. The financials showed a loss of \$72,000 and a draw down of the Enterprise Fund of \$171,000, of which \$94,000 is payment to the City. Year to date, finances are roughly the same as last year. On the revenue side, the revenue for the first nine months is down by \$283,000, but the expenses were also down by \$278,000. Green fees were down \$130,000, monthly passes were down \$38,000 and golf shop revenue was down \$92,000. On the expense side, labor costs are down by \$400,000 and should continue to decline.

### **5 ORAL REPORTS**

#### **5-A Golf Shop and Driving Range activities report by John Vest**

Bruce Perez has been hired as an assistant. Mike Winkenbach has been reaching out to tournament groups that did not rebook this year, and was told that most of those groups canceled their tournaments because of the economy. So far this year, we have \$240,000 in tournaments booked (the annual budget is \$290,000). The first week of May, the shop ran a special package for Cinco de Mayo that included the players' first beer, and had over 100 participants. The Get Golf Ready program is running well, with a lot of interest. The shop is addressing the perennial issue of players jumping courses and holes.

#### **5-B Golf Complex Maintenance activities report by Matt Wisely**

The North greens were aerified two weeks ago and are healing rapidly. Aerification of the tees is being done on an ongoing basis. The filter on the North Pump Station needs to be replaced at a cost of approximately \$25,000. Kemper received a \$12,500 quote to repair the asphalt on the entry road and the parking lot, which should be proceeding shortly. Approximately \$15,000 has been spent on equipment repair in the past two months. A greens mower broke down altogether, and the City agreed to lease a new mower.

#### **5-C Beautification Program and Junior Golf Club by Mrs. Norma Arnerich**

An adult-junior tournament was held last Saturday. June 22 and 23 will be the East Bay Junior Tournament.

#### **5-D Golf Complex Restaurant Report, Jim's on the Course**

None

## **6. COMMISSIONERS' REPORTS**

### **6-A Marketing and Promotions, Commissioner Gammell**

The Nine and Wine Special is still going on Tuesdays at 5:30 for \$25.00 per person: play nine holes and receive your first glass of wine. During the month of May, then Complex is running a special called Wacky Wednesday for seniors: \$30.00 includes green fees, a cart and a bucket of balls.

### **6-B Maintenance, Buildings, Security, Albright Course and Driving Range, Secretary Wood**

None

## **7. ORAL COMMUNICATIONS, NON-AGENDA (Public Comment)**

None

## **8. OLD BUSINESS**

None

## **9. WRITTEN COMMUNICATIONS**

Included in the Commission packet was a memorandum to the Finance Department showing a surcharge payment for April 2010 of \$7,366. The year-to-date total to the General Fund is \$88,275.00 for FY 2009/10.

## **10. ITEMS FOR NEXT MEETING'S AGENDA**

- Status Report on Long Term Lease and Mif Albright Negotiations including Golf Commission Recommendations
- Update on Golf Complex Finances

## **11. ANNOUNCEMENTS/ADJOURNMENT**

The meeting was adjourned at 8:10 p.m.

The agenda for the meeting was posted 72 hours in advance in accordance with the Brown Act.